

## **Historic, Archive Document**

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# Be a Gladiolus Booster and Join the North American Gladiolus Council

All gladiolus growers, small or large, amateur or professional, can do their part in furthering the interests of the gladiolus by joining their state or regional gladiolus societies, and then affiliating with the North American Gladiolus Council. The advantages to be gained by individuals from membership in the N. A. G. C. are many. All members receive the N. A. G. C. Bulletin, which publishes a most comprehensive and up to date collection of information on gladiolus subjects. There are two classes of Council membership available for individuals. Associate Membership, with minimum annual dues of \$5.00 is provided primarily for commercial growers and advanced amateur growers who desire to contribute to the support of Council activities. Subscribing members pay annual dues of \$1.00 for which they receive the N. A. G. C. bulletins published four times each year. For membership in the North American Gladiolus Council send check or money order to the Membership Secretary, Alfons Bazdorf, Lincoln Park, New Jersey.

PRICE LIST - 1948  
GLADIOLUS

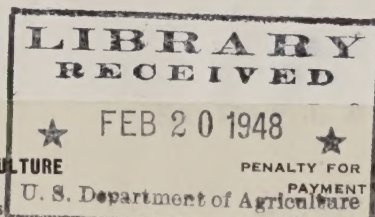
**HAROLD STEARNS**

GLADIOLUS - HOBBYIST - GROWER

21 NORTH SECOND ST.

Estherville, Iowa

PLANT DEPENDABLE BULBS -  
THEY COST NO MORE



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## Special Offer --- "Grower Units"

We offer the following, all meritorious popular varieties, in all size units for those who might wish to obtain them for variety starters:

- 6 Large — 12 Medium — 24 Small-Pkg. Blts. — GOLDEN TETON — \$1.25.
- 6 Large — 12 Medium — 24 Small-Pkg. Blts. — CORONA-ELIZABETH the QUEEN-GLAMIS-KEN-  
WOOD-KING TAN-RED CHARM-SENSATION-WHITE GOLD—\$1.50 each.
- 4 Large — 8 Medium — 12 Small — 25 Blts.—LEADING LADY-LIBERATOR-RIO RITA-ZACATEY  
—\$2.00 each.
- 2 Large — 8 Medium — 10 Small — 20 Blts.—BURMA—\$2.50.
- 3 Large — 6 Medium — 9 Small — 15 Blts—DISCOVERY—\$2.75.
- 1 Large — 2 Medium — 4 Small — 20 Blts—DAISY MAE—\$5.00.

**HAROLD STEARNS**  
GLADIOLUS HOBBYIST-GROWER.

Estherville, Iowa.

We will quote "unit" prices on any variety which we may have in stock.



## GUARANTEE

We aim to sell only healthy stock true to name and size and guarantee satisfaction to this extent, also that orders forwarded to customers by Railway Express shall arrive in proper condition or else satisfactory adjustment made to the customer. Climate, soil and cultural methods being out of our control we can not guarantee resulting crops. We believe that Railway Express is the safer method in transportation of perishables and can not guarantee the safe arrival of bulbs requested to be forwarded by Parcel Post.

## BUSINESS TERMS

All orders are accepted subject to prior sale and will be filled in rotation as received. Orders start being forwarded during December and continue throughout April, the minimum amount for which the same will be accepted being \$3.00. Please, do not expect that orders may be filled after May first.

## SPECIAL 20% DISCOUNT

To all customers ordering retail who will designate their willingness to accept transportation charges, orders will be forwarded to them by Railway Express "transportation charges collect" for which they may make a 20% discount off the total cost price of their orders on their remittance with the exception of such items as might be ordered from the special "unit" offer. This brings the price of the bulbs you may order from our retail listing equivalent to wholesale rates which are not usually offered on other than those for not less than 25 of a size and variety with carrying charges collect. Shipments by Railway Express are insured against loss and damage — freezing, etc. — in transit, covering the declared valuation. Inspect your bulbs at once after their delivery to you and should they be in other than proper condition due to faulty transportation, have your Express Agent give you a statement covering conditions and mail this statement to us. We will handle claim with the Express Agency and either forward another order or else make full refund to you.

## GENERAL "POPULAR VARIETY" LIST

All varieties included in the following list have proven themselves worthy, are consecutive winners at the shows and all are approbative for cut flowers among Florists and discriminate gladiolus Hobbyists. Though moderately priced many of them are still the world's best originations. Color and size classifications given are those according to listing of the North American Council Classification Committee. Large bulbs are 1¼ inches or larger, medium bulbs ¾ inches or larger. Please do not order for a less amount than that shown in individual items. 10 large bulbs may be ordered for .75c in the 3 for .25c varieties, 10 large bulbs for .60c in the 3—.20c and 4—.25c varieties. Package of bulblets containing from 50 to 75 or more, .25c each.

	Large	Medium	Small
ALGONQUIN. Large bright scarlet .....	3—.25	6—.25	12—.25
BADGER BEAUTY. Large lavender .....	3—.25	6—.25	12—.25
BAGDAD. Large red smoky .....	3—.20	5—.20	.....
BARCAROLE. Large ruffled orange .....	3—.20	5—.20	12—.20
BEACON. Large scarlet-cream throat .....	3—.25	6—.25	.....
BELTRAMI. Medium rose mulberry .....	3—.25	6—.25	.....
BINGO. Giant cream .....	3—.20	5—.20	.....
BLACK OPAL. Large black red .....	3—.20	6—.20	12—.20
COLONIAL MAID. Medium lavender .....	4—.25	8—.25	12—.20
CORONA. Large light pink-picotée edge .....	3—.25	6—.25	12—.25
ETHEL-CAVE-COLE. Large light pink .....	3—.25	6—.25	.....
ELIZABETH the QUEEN. Giant ruffled lavender .....	3—.25	6—.25	12—.25
GLAMIS. Giant ruffled salmon .....	3—.25	6—.25	12—.25
GOLDEN TETON. Large deep yellow .....	3—.20	6—.20	12—.20
GRETA GARBO. Large light pink-cream throat .....	3—.25	6—.25	12—.25
HARMAU. Giant salmon .....	4—.25	8—.25	12—.20
HARVEST MOON. Large yellow .....	4—.25	8—.25	.....
KENWOOD. Large deep red .....	3—.25	6—.25	12—.25
KING BEE. Large orange .....	3—.25	6—.25	.....
KING LEAR. Large ruffled purple .....	4—.25	8—.25	12—.20
KING TAN. Large A. O. C. .....	3—.25	6—.25	12—.25
KING WILLIAM. Large salmon .....	3—.25	6—.25	12—.25
LADY JANE. Large cream .....	4—.25	8—.25	12—.20
LEONA. Large ruffled rose .....	4—.25	8—.25	12—.20
MAGARET BEATON. Large white-scarlet blotch .....	3—.20	5—.20	10—.20
MALAY CHIEF. Medium black red .....	4—.25	8—.25	12—.20
MATTERHORN. Large white .....	3—.25	6—.25	.....
MATOAKA. Large black red .....	3—.25	6—.25	12—.25
MERCURY. Large brilliant scarlet .....	3—.25	6—.25	12—.25
MYRNA. Large ruffled white .....	3—.25	6—.25	12—.25
NEW ERA. Large light pink .....	.....	6—.25	12—.25
PACIFICA. Large cream .....	2—.25	4—.25	8—.25
PARADISE. Large buff .....	4—.25	8—.25	.....
PARNASSUS. Giant deep purple .....	4—.25	8—.25	12—.20



ORDER  
BLANK

## Estherville, Iowa

SUBSTITUTE NEAREST VARIETY

[illegible]

BALANCE HEREWITH ENCLOSED \_\_\_\_\_





## GENERAL LIST -- CONTINUED

PEGGY LOU. Large deep pink .....	4—.25	8—.25	.....
PRINCESS RUBY. Large scarlet .....	3—.25	6—.25	12—.25
RED CHARM. (Butts) Giant deep red .....	3—.25	6—.25	12—.25
RED PENNY. Medium orange red .....	3—.25	6—.25	.....
REGENT. Large scarlet .....	4—.25	8—.25	.....
REWI FALLU. Giant black red .....	4—.25	8—.25	12—.20
ROCKET. Large light red .....	4—.25	8—.25	12—.20
ROSA van LIMA. Large light pink .....	4—.25	8—.25	12—.20
RUFFLED BEAUTY. Large ruffled yellow .....	4—.25	8—.25	12—.20
SENSATION. Giant ruffled rose .....	3—.25	6—.25	12—.25
SNOW PRINCESS. Large white .....	4—.25	8—.25	12—.20
SNOW WHITE. Large ruffled white .....	3—.25	6—.25	12—.25
STELLA ANTISDALE. Giant light pink .....	3—.25	6—.25	12—.25
SURFSIDE. Large white .....	4—.25	8—.25	12—.20
TREASURY GOLD. Large golden salmon .....	3—.25	6—.25	12—.25
VAGABOND PRINCE. Medium A. O. C. ....	4—.25	8—.25	12—.20
VASSAR. Medium orange .....	4—.25	8—.25	12—.20
WHITE GOLD. Giant cream-yellow throat .....	3—.25	6—.25	12—.25
WINGS of SONG. Large light pink .....	3—.25	6—.25	12—.25

WE CALL YOUR ATTENTION TO THE "UNIT" OFFER GIVEN ELSEWHERE IN THIS LIST.

## LATE INTRODUCTIONS

The following are priced singly for the different sizes of bulbs but you may order 10 of a kind at 8 times the price for one. Contained within the following may be found those which are recent originations, some novelties and others of which there is a scarcity of stock of the variety listed.

	Large	Medium	Small	Blt.
ARMADA. (Pfitzer) Large deep red .....	.20	.15	.10	10—.20
BLACK MAGIC. (Errey) Large black red .....	.90	.60	.40	5—.25
BURMA. (Palmer) Giant deep rose .....	.25	.15	.10	20—.25
BRIDESMAID. (W. H. Wheeler) Giant light pink .....	.60	.40	.20	5—.25
BUCKEYE BRONZE. (Wilson) Large A. O. C., bronze .....	.15	.10	.05	25—.25
DAISY MAE. (Lins-Ruble) Large light orange .....	1.00	.75	.50	10—1.00
DR. KEMPTON. (Chamberlin) Large light red .....	.20	.15	.10	20—.25
DESTINY. (Butt) Giant scarlet .....	.25	.15	.10	20—.25
DR. WHITELEY. (Riley) Giant buff .....	.25	.15	.10	20—.25
DISCOVERY. (Baerman) Giant yellow, markings .....	.30	.20	.10	15—.25
ELIZABETH MAIER. (Maier) Medium yellow .....	1.00	.75	.50	5—.25
ELANORA. (Errey) Large purple .....	.15	.10	.05	25—.25
GENGHIS KHAN. (Scheer) Large deep salmon .....	.75	.50	.30	5—.25
GUERDON. (Balentine) Large deep rose .....	.15	.10	.05	15—.25
HAWKEYE RED. (Heaton) Large red .....	.30	.25	.15	15—.25
HIGH FINANCE. (Wilson) Giant smoky .....	.15	.10	.05	15—.25
HEAVENLY WHITE. (Moses) Large white .....	.35	.25	.15	10—.25
K&M's TRIUMPH. (K&M) Giant light salmon .....	.30	.20	.....	.....
LEADING LADY. (Johnson) Giant cream .....	.15	.10	.05	25—.25
LEGAND. (Fisher) Large pink .....	.15	.10	.05	15—.25
LIBERATOR. (Baerman) Large scarlet .....	.15	.10	.05	25—.25
LUSTRE. (Winsor) Medium rose .....	.15	.10	.05	.....
LEON da VINCI. (Pfitzer) Medium deep violet .....	1.00	.75	.50	3—.25
MARIMBA. (Palmer) Large buff .....	.15	.10	.05	25—.25
MISS WISCONSIN. (Krueger) Large light rose .....	.50	.35	.20	5—.25
ORIENTAL PEARL. (Carlson) Giant cream .....	2.00	1.50	1.00	2—.25
OHIO NONPAREIL. (Wilson) Giant red .....	.20	.15	.10	15—.25
PINK CHARM. (La Salle) Giant deep pink .....	2.00	1.25	.50	1—.25
PERFUME. (Brauer) Medium white, markings .....	.15	.10	.05	15—.25
PAY ROLL. (Wilson) Large orange .....	.15	.10	.05	20—.25
RIO RITA. (Lins) Large red orange .....	.15	.10	.05	25—.25
ROBINSON CRUSOE. (Lins) Large A. O. C. ....	.50	.35	.20	6—.25
SILVER WINGS. (Ritsema) Giant white .....	1.00	.75	.50	5—.25
SNOW BANK. (Palmer) Large white .....	.15	.10	.05	25—.25
SOUTHERN DRAMA. (Wilson) Giant scarlet .....	.25	.20	.10	15—.25
SPOTLIGHT. (Palmer) Large yellow .....	.50	.35	.25	10—.25
SUSANNAH. (Lake) Large light pink .....	.35	.25	.15	10—.25
SUSQUEHANNA. (Herridge) Large buff .....	.35	.25	.15	10—.25
TEXAS. (Buchanan) Giant white .....	1.50	1.00	.....	.....
TIEFLAND. (Pfitzer) Medium dark violet .....	.15	.10	.05	20—.25
TECUMSEH. (Palmer) Large salmon smoky .....	.35	.25	.15	10—.25
TUNIA'S MAHOMET. (Both) Giant rose smoky .....	.75	.50	.30	5—.25
VEECREAM. (Van Vorhis) Large cream .....	.10	.05	.....	50—.25
WINSTON. (Palmer) Large cream .....	.10	.07	.04	50—.25
ZACATEY. (Zimmer) Large A. O. C. novelty .....	.15	.10	.05	25—.25
ZUNI. (Mitsch) Large rose smoky, scarce .....	.20	.15	.10	20—.25



## A Brief Summary of our 1947 Season's Activities

Bulbs herewith listed for sale are all young stock, having been grown from small sizes and bulblets during the 1947 season that were treated before planting on ground new to gladiolus. These were all treated in turn during their growth for possible insect infestation, the first time by dusting with a 5% DDT powder at the rate of 50 lbs. per acre. Shortly after this they were given a spraying with the recommended Tartar Emetic-brown sugar formula solution applied at the rate of 100 gallons per acre power spray. This was followed by another like spraying shortly after and then in turn with a formula containing a commercial wettable 50% DDT powder to which a portion of "sticker-spreader" was added to the water solution made and applied at the rate of 100 gallons each acre. All stock—larger and bulblet were treated at the same periods of time. This resulted in there being a very negligible evidence of any Thrip injury or infestation. Despite a season of extreme changes which contrasted snow and freezing weather during the latter part of the month of May, flooding rains during June to be followed by extreme heat accompanied by hot searing winds during 60 days of July and August, causing many of the spikes to be a trifle shorter than in normal seasons, still the flower head and bloom in most of our varieties were up to normal development with no watering nor special pampering. Such very unfavorable growing conditions for most vegetation such as we have experienced the past season and with our "glads" coming through as they did certainly prove the worth of the Gladiolus as a flower capable of withstanding severely adverse conditions. During digging time we loosen the bulb stock underneath by power machinery but all lifting and cutting is done by hand and no bulbs are gathered at this time of such that from apparent condition of foliage might indicate possibility of any disease. After proper curing these are hand cleaned at which time they are again inspected for appearance of disease, any such suspected are discarded and the cleaned bulbs are then given a light dusting of 5% DDT powder before storage. Contained within this season's crop there seemed to be an unusual small amount of those which might be suspected of any diseased condition and within my memory of 22 years' time of having grown gladiolus, nature has never produced a nicer looking crop of new bulbs than those of the past season. Besides our own inspections, this stock has received two inspections by the Iowa State Entomologist — one in field while growing and one of bulbs alone after digging. We cordially invite all who might have the opportunity and wish to do so to inspect our bulbs while in storage or during the growing season at any time. We try the best within our ability to keep our bulbs in proper condition during storage — to give them the proper culture during their growing season, free from weeds and insect pests but no special pampering and offer for resale to Customers those varieties only which we ourself have found through our experience in growing to be dependable to the extent of what one might expect from such that rightfully should be "Our Favorite Flower."

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## Gladiolus for Cut Flowers

The GLADIOLUS is most outstanding for use as a cut flower, its lasting qualities after being cut and ability to stay fresh makes it one without a rival for this purpose. It may be used for any floral event, being equally beautiful when used alone for bouquets in vase or basket and many other designs, or when intermixed together with numerous other varieties of flowers. Gladiolus raising for use as cut flowers is increasing rapidly as people in the different localities learn of its great possibilities for all floral purposes, this fact is limited only to the extent as to where and when they might not be obtained from some one who might grow them for this purpose. In order to be sure of obtaining first class blooms, spray your gladiolus weekly after they are up about four inches until just before blooming period to control thrip and other insect infestation. The TARTAR EMETIC — brown sugar spray is very effective for this purpose, use two tablespoons of Tartar Emetic, four tablespoons of brown sugar to each three gallons of water. Gladiolus flower spikes may be kept fresh for a long period of time if cut when the lower floriol is just opening up, then placed in a cool basement for a day or so before using them for display. They should be cut at a slanting angle to permit free absorption of water, making additional cut and change water each day, if this rule is followed through they will bloom continually over a period of several days up to the very tip end of the flower spike. If you might wish them to open faster, this may be brought about by placing them in a warmer room. In cutting, leave at least four leaves on the bulb end of the stalk in order to properly mature the bulb for the following year, even should you not wish to use your gladiolus for cut flowers, all flower heads should be removed from the stalk before the bloom fades entirely as by allowing them to remain and grow seed takes strength from the bulbs needed to properly mature them for future use.